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Salt Lake City, Utah

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THIS WEEK

Fendall's Ice Cream ceases operations

Firm celebrated its 100th anniversary in March.
See page 3.

WinCo Foods buys acreage in Layton

But there is no firm date for store construction yet.
See page 4.

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• Calendar • See page 8.



The first franchised Culver's location in Utah is slated to open early next year and will employ 70.

400-unit restaurant chain to make Utah debut in Midvale

By Barbara Rattle
The Enterprise

Culver's, a Prairie du Sac, Wisc.-based chain of more than 400 restaurants in 17 states, will enter the Utah early next year with the opening of a franchised location in Midvale.

Kristin and Tom Davis, Wisconsin residents who will relocate to Utah this fall, will own and operate the approximately 4,000 square foot, 100-seat eatery at 7165 S. Bingham Junction Blvd. Ground is slated to be broken in September, with an opening scheduled for January or February, Kristin Davis said.

The couple has signed a

development agreement for four locations in the southern half of Salt Lake County "and we can do more after that if we like," she said.

Culver's, which dates back to 1984 when founders Craig and Lea Culver opened Culver's Frozen Custard and Butterburgers in a former A&W root beer stand in Sauk City, Wisc., continues to serve its signature custard items and Butterburgers. The latter is made of fresh, never frozen 100 percent U.S.-raised beef seared after the customer places the order and topped with various

see CULVER'S page 2

General contractors turning to tech to remain competitive

By Barbara Rattle
The Enterprise

More general contractors are turning to technology in the midst of increased competition brought on the sluggish construction market.

Three Utah-based general contractors — Layton Construction, Wadman Corp. and Onyx Construction — have opted to embrace SmartBidNet, a product created in 2006 by College Station, Texas-based JB Knowledge, which is headed by James Benham. More than 100 general contractors in the U.S., Canada and the Caribbean are now using SmartBidNet, which is dedicated solely serving the needs of general contractors seeking subcontractors.

"There are similar product offerings out there, but they're really companies that sell project

and lead data," Benham said. "Yes, they offer the invitation to bid and plan distribution, but their primary objective was always selling leads to the subs. Another big player out there were reprographer companies, companies that make copies. They had a very big business making copies of plan files. A single hardset — construction drawings printed out on paper — can be very expensive, can run into the multi hundreds of dollars. Sometimes you're looking at 1,000, 1,200 drawings. Neither of those models works well for the general contractors because they want a dedicated software product that's going to get them the maximum exposure to and participation from the subs. When you're trying to either charge the subs or advertise

see SMARTBIDNET page 2

Great Salt Lake Minerals investing millions in Ogden facilities expansion

By Ryan Shelton
The Enterprise

Great Salt Lake Minerals Corp. (GSL), the nation's sole mass producer of potassium sulfate, broke ground on an 8,000 square foot expansion of its manufacturing facilities in Ogden in the early morning hours of July 19.

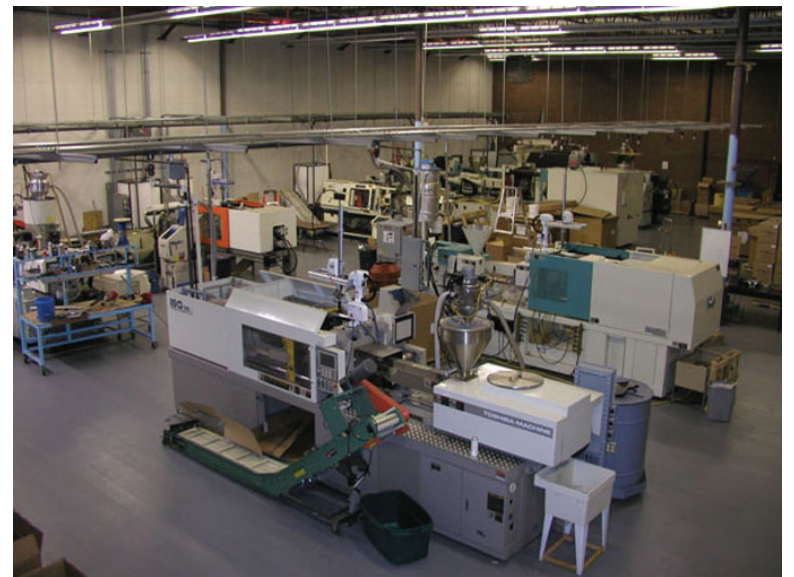
Construction is expected to last 45 days and cost \$2.8 million, according to GSL spokesperson Dave Hyams, who said the company's total investment in the expansion will approach \$40 million after GSL purchases equipment for the new facility during the next two years. Ogden-based Hayes Industrial was selected as the project's general contractor — a decision to keep the workforce

local.

"The steelworkers are local, the cement base was poured by a local contractor and our new equipment was purchased through local vendors," Hyams said. "Great Salt Lake Minerals is helping the local economy while investing for the future. This new 8,000 square foot processing area will help GSL process more sulfate of potash in the future, to meet the needs of America's farmers for our all-natural nutrient."

GSL produces 140,000 tons of potassium sulfate, also known as sulfate of potash, each year. The mineral, which is abundant in the Great Salt Lake, is a used to fertilize root-based, chloride-sensitive agricultural products such

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Streamline Plastics' addition will primarily be used to add custom blow-molded products such as bottles.

Streamline Plastics adding 25,000 sq. feet to Ogden plant

By Ryan Shelton
The Enterprise

Ogden-based Streamline Plastics Inc. recently broke ground on a 25,000 square foot expansion of its facilities at 2250 N. and 1500 W.

Construction is scheduled for completion near Christmas 2010, according to Streamline owner Bob Christensen. Currently situated in 40,000 square feet, Streamline is three weeks into the construction of an additional building that will be used primarily for the manufacture of custom blow-molded plastic products, such as bottles. The company's

existing facilities will be used for the continued manufacturing of injection molded plastics products, such as ATV and truck gun racks. Streamline also specializes in building custom molds, part design, assembly and engineering.

Streamline was founded by Christensen in 1990 and has remained a family-run business since its inception. Christensen anticipates manufacturing to begin in Streamline's new facility as soon as construction is complete in December. Streamline currently employs around 20, more

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CULVER'S

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condiments on a buttered and lightly toasted bun.

The menu has since expanded to include additional varieties of burgers, chicken sandwiches and fried chicken, cod and shrimp dishes, beef pot roast, chopped steak, reuben sandwiches, sourdough turkey BLTs, pork tenderloin sandwiches and ham-and-swiss sandwiches along with a variety of salads, and sides such as fries, green beans, potatoes and gravy, cole slaw, cheese curds and onion rings. Desserts include sundaes, shakes, malts, floats and "concrete" ice cream-based mixers and cakes. The eateries are open seven days a week from 10 a.m. to 10 p.m. and have drive-

through capabilities. Davis said 70 employees will be hired to operate the Culver's in Midvale.

"We had the franchise in a town called Rice Lake in Wisconsin for four years and we always wanted to live out in the mountains so we decided to take the Culver's concept to Utah," Davis said. "We understand that Utah has a high ice cream consumption rate so we're pretty excited about that. We know there are a lot of good family values and good work ethics in Utah so we're excited to become a part of the community and employ people that may be looking for jobs."

Davis said menu prices lie between those of the large fast-food chains and those of traditional sit-down restaurants.

"We won't do a huge advertising campaign initially;

that will come a little bit later," she said. "We are very big into community involvement. Culver's is a family owned and operated company still today and every Culver's is individually owned and operated by a franchisee. We don't have any managers running restaurants; every owner is in the restaurant so we get very involved in the community. We'll go knocking on doors prior to our opening and we're going to hand out take-a-long menus and free custard and burger coupons. You will see some standard newspaper and billboard advertising."

Wisconsin-based McCON Building Corp., which Davis said has constructed about 120 Culver's locations, will build the Midvale restaurant, which has been designed by Illinois-based Ollmann Ernest Architects. Davis said Culver's is seeking additional Utah franchisees.

SMARTBIDNET

from page 1

to them, you discourage them from being involved in your bid. So we came in and said, 'we're going to go after this in a different way.'"

General contractors pay a flat annual per-user (generally estimators, sometimes project managers) fee to use SmartBidNet. General contractors can then use the program to invite subcontractors to bid on their projects. Subcontractors can utilize the SmartBidNet at no cost, if they are invited to do so by the general contractor, to view contract information and to submit their bids.

"The subs can see the plan files, download digital copies of the plan files from us for free," Benham said. "They don't need the hardset, they don't want things on paper, because they don't want to pay for it. But subs are having to bid on 10 times the amount of work they used to in order to be awarded a fraction of the work they used to get. If they were to pay for all those prints, they'd probably be out of business. General contractors can upload plans and control the distribution, control who's invited. They don't want everyone to know who they're inviting to a job. As competitive as work is right now, there are a lot of things that contractors like to keep private and confidential."

An increasing amount of government work prompted Benham to create two modules for SmartBidNet — one to manage subcontractors' minority status (government contracts require that general contractors use a certain percentage of minority subcontractors) and another to prequalify subcontractors (bonding companies often require that general contractors prequalify their subcontractors).

Layton Construction, Sandy, has been using SmartBidNet for about 15 months. Reed Ewell, the firm's chief estimator, said it replaced a program called

BidFax.

"We'd send out a fax to bidders to notify them we were bidding on a particular project and the fax would run all night," he said. "Then we switched to having an FTP site where we would post drawings, but we ran into problems with lots of subs not being able to access the site. And there was no way to track who was actually accessing your stuff. Now, as far as notifying subs goes, SmartBidNet is the only thing we're using."

Alan Rindlisbacher, director corporate marketing for The Layton Companies, said SmartBidNet has helped the firm's operational bottom line.

"If we go into a new marketplace, we're letting the system work for us, make us more efficient in finding subs in areas where we'd not otherwise know how to access them," he said.

Ewell said the technology also cuts costs by obviating the need for printing out extensive project plans and/or burning them to disk and mailing them.

Preston Socha, estimator for Onyx Construction in West Jordan, said he has been using SmartBidNet for about 18 months. It replaced an "antiquated" program that did not provide the flexibility and control the company wanted.

"We're able to control precisely what we're doing and get information in and out easily and then manipulate it in ways that we want," he said. "Letting the subs use it free is a huge benefit for contractors. With money as tight as it is they don't want to pay for the cost of getting more plans, and our techs don't want to burn a lot of sets and get them returned and they're never used again. That's a lot of wasted money on both the owner and architect's end."

Said Rindlisbacher, "Several years ago when the economy was flourishing we were doing a whole lot more of our work as negotiated work with existing customers. There's no question the recessionary economy has tightened that up. We're seeing less negotiated work, fewer projects, so we're all having to work that much harder in so many different aspects to reach out and find new opportunities."

Benham said an iPhone app for SmartBidNet is available, and an app for the iPad will soon follow.

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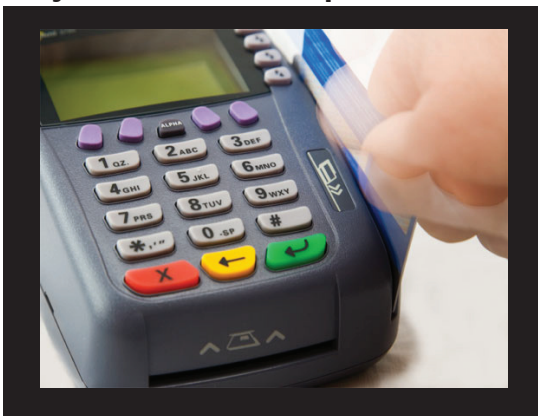


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